

ABSTRACT OF THE DISCLOSURE

Pixels in a picture image display device are driven in such a manner that while introducing light, a quenching period is initiated in which electro optical elements in the pixels are quenched after scanning a plurality of gate lines for displaying one picture image. In other words, the pixels are driven while interposing the light quenching period in which the electro optical elements are quenched between one frame and a subsequent frame. Thereby, the phenomenon of blurred edges at the time of motion picture display, when the pixels including the electro optical elements are driven through an active matrix drive circuit, is suppressed and the picture quality of the picture image display device is improved.